H A V E A C A M E L

To you—experienced smokers . . .

EXPERIENCED smokers, your patronage has put Camel first among cigarettes.

You know good tobaccos. From their taste and fragrance, you know that Camels are rolled of the choicest Turkish and Domestic tobaccos grown.

Your preference proves it. You've paid every price and tried every brand, and you will smoke only Camels. Camel popularity—your vote—shows that Camel is totally unlike any other cigarette that ever was made.

You are also steady smokers, and you have paid Camel the highest compliment: "No matter how liberally we smoke them, Camels never tire the taste. They never leave a cigaretty after-taste."

Experienced smokers, it is your patronage that enables us to produce the best. We spare no expense, we buy the best of everything for Camels because we dare look forward to your appreciation. And you give it beyond all bounds!

There's only one thing more we could ask. Pass the good news to inexperienced smokers. Help them shorten the search for tobacco enjoyment. Extend them the most friendly—because the most helpful—smoke invitation ever spoken—

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY WINSTON-SALEM, NORTH CAROLINA

Camel

CIGARETTES